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First U.S. Pavilion at the 7th Straits Fuzhou International Fishery

Report Categories:

Fishery Products

Trade Show Evaluation

Market Development Reports

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Report Highlights:

On September 15-17, ATO Guangzhou led a delegation of export association representatives and Guangzhou U.S. seafood traders to the 7th Strait Fuzhou International Fisheries Expo in Fuzhou, Fujian Province. It is the second largest fisheries exhibition in Mainland China and the largest in South China and Hong Kong. More than 500 companies from Burma, Indonesia, Thailand, Malaysia, Vietnam and Taiwan attended the Expo, although Japanese companies were discouraged participation and denied entry visas. ATO Guangzhou Director and staff attended the opening ceremony and visited the show. The Fuzhou Fishery Expo also welcomed the first U.S. pavilion that was donated to the ATO and Alaska Seafood Marketing Institute as a friendship gesture from the provincial Fujian Fisheries Association to encourage closer ties to local trade.

General Information:

Exhibition Highlights: A series of events were held during the Expo, inclusive of the China-ASEAN fishery investment and trade fair and the first Fuzhou International Goldfish Competition. Many ASEAN countries established large pavilions during the exhibition. The Taiwan fishery industry certainly enjoyed the spotlight housing the largest number of seafood companies. Fujian Province is strengthening its collaboration and trade with Taiwan due to the proximity and the Economic Cooperation Framework Agreement signed by Mainland China and Taiwan. Various new seafood and aquatic products imported from Taiwan were showcased and created a buzz at the Expo, including *penaeus monodon* (banded shrimp) and *concha haliotidis* (small conch). Other than the ASEAN countries and Taiwan, a U.S. pavilion was organized by ATO Guangzhou and supported by Fujian Fisheries Association who provided U.S. seafood importers and distributors with a free booth area and design. Exhibitors included the Alaska Seafood Marketing Institute, Food Export U.S.A. as well as three seafood importing companies based in Guangzhou. The U.S. pavilion featured salmon, Pollock, king crab, flatfish, halibut, box crab, Boston lobster. A cooking demonstration area was also prepared to debut exquisite Northern Atlantic seafood to Fujian traders.

With the trade: Although many of the visitors tended to be local consumers, the U.S. pavilion exhibitors reported that they were approached by restaurant owners with inquiries about prices and distribution channels. One of the exhibited traders was a delegate of a buyer mission to this year's Boston Seafood led by ATO Guangzhou. This trader mentioned that although their imported seafood supply to local hotels and restaurants face greater challenges compared with 2011, they are still quite confident in U.S. seafood products and believe the market share will continue expanding this year.

Dialogue with Ming Cheng Bank Group leaders: ATO Guangzhou Director and staff had a long conversation with one of the largest exhibitors at the Expo: Fujian Ming Cheng Group. The Group is China's most influential fishery and aquatic products financier and is cooperating in developing wholesale markets and cold chain logistics exchange centers operating nationwide. The Bank's two Senior Executive Vice Presidents introduced to us a large international aquatic product cold chain logistics park invested by Ming Cheng Group in Weifang, Shandong Province. This large scale program had a gross area of 1.2 million square meters, with 500,000 tons of cold chain volume. This cold chain logistics park is destined to become an aquatic products trade market as well as an exchange center for poultry, pork, fresh fruit, dried goods, wine and spirits. The first phase of the cold chain logistics park is expected to start operation at the end of November, 2012. Ming Cheng Group expressed their desire for further cooperation with ATO China offices in the near future and would like to participate in a U.S. cold chain study tour to learn more about the U.S. "central kitchen" model, cold chain, crop insurance, trade financing and investment practices. ATO Guangzhou will coordinate with Bank leaders and report progress shortly.